

## **Agenda of the AMS Student Life Committee**

Wednesday, February 10th, 2021

### **Attendance**

Present: Agam Gill, Cole Evans, Christian Bailey, Emmanuel Cantiller, Rish Das, Annika Szarka, Eric Lowe, Isabelle Ava-Pointon

Regrets: Sylvester Mensah Jr.

Recording Secretary: Annika Szarka

### **Call to Order**

The meeting was called to order at 4:03 (PST).

### **Territorial Acknowledgement**

Agam led the acknowledgement.

### **Approval of the Previous Meeting Minutes**

Moved: Emmanuel

Seconded: Agam

“BE IT RESOLVED THAT the previous meeting minutes be adopted as presented.”

### **Approval of the Agenda**

Moved: Christian

Seconded: Cole

“BE IT RESOLVED THAT the agenda be adopted as presented.”

### **Agenda Items**

#### **Increasing Voter Turnout + Promoting AMS Elections (In Future Years)**

- Creating a plan to promote more inclusion and participation in various demographic groups, based off of a suggestion made to the SLC at a previous AMS meeting.
- Brainstorming ways to implement any ideas we come up with in future years.

#### **Agam:**

- Wanting to bring some context to the committee, useful to find out what is being done so we can create a plan or suggest improvements.

- Welcomed Rish and Isabelle
- It may be difficult to pinpoint what demographics to target without the proper research.
- The equity survey pertained to this topic; wondering if we could use this?
- Voter turnout: will need a lot of conversation; thoughts of creating a plan to pass on to the next Student Life committee.
- AMS Presence:
  - Ideas from last meeting; have more of a presence among students; such as being in attendance on Move-In Day, etc.

**Agam to Isabelle:** What challenges has voter turnout brought about in your experience? Is there anything we can do to help?

- Related to how present students see the AMS connected to their student experience.
- This year being online was an added challenge.
- Focusing on social media, a few virtual events.
- Usually have a meet and greet for candidates, but do not want to add more Zoom time to everyone's schedules.
- Reached out to students, clubs, and constituencies

**Agam to Rish:** What does the elections process look like for marketing?

- AMS stories are helpful.
- Long term solutions: thinking of how we can incorporate AMS election promotional material into the AMS social media pages.
- Dedicate time to posting the calendar exclusively to elections.
- Create promotional packages; AMS could compensate them.
- For now: the use of Instagram reels is really popular.
- Post it to the election page; other AMS pages can share the post and views will accumulate.
- Don't want to Add to zoom time for students, reels are a short alternative.

- **Isabelle:**

- Is Instagram reels a paid option?

- **Rish:**

- No - it is like you are making a story but a little bit more detailed.
- Can be hard to make the first one but easy to get the hang of it.

- **Agam:**

- It's like Instagram's version of TikToks. This would be beneficial for us to use
- Algorithm with reels allows it to reach more students.

**Agam to Eric:** Do you have anything to add?

- Special populations: It is one thing for us to create a Reel, but it is not the organization telling people to vote, it's students telling people to vote.

- Can we find leaders in the smaller communities ‘championing’ the idea of participating in the elections and broadening the scope of diversity of council?
- Find some students that have some weight on campus and have them record a short reel.
- Might be late for this year, but it is an idea to implement for next year.

**Agam:**

- Finding leaders in specific groups could be the best way to get students to feel like they need to vote.
- Students trust their peers.

**Isabelle:**

- We tried to reach out to groups, but we should work on doing it earlier.
- We must be careful to avoid putting executive members in these videos to avoid conflict of interest.

**Isabelle:**

- Rules about surveys; would be good to have a voter engagement survey.
- If we could find space to do a voter engagement survey it could be helpful so we have some data to work with.

**Agam:**

- These are large issues to tackle and having some base information to use would be helpful.

**Cole:**

- The best place to implement this would be in the AMS experience survey.
- It is a survey that focuses on peoples’ experience with the AMS (the building, communications, etc).
- Could put an election section in the survey.

**Agam:**

- Who would be the person to reach out to to add these questions?

**Cole:**

- The survey design would happen in summer 2021, and we would send it out in November, 2021.
- Cole would be the point person to discuss this with.

**Agam:**

- We can come up with some questions at the next meeting and collaborate with Isabelle.

**Isabelle:** We already have a list started that could be edited.

**Rish:** Instagram polls on stories.

- An idea to get simple data with 2 options.
- The committee could come up with a few questions and send them to post on AMS events.

**Emmanuel:** Is there a way to engage commuters that often miss out on on-campus events?

**Eric:**

- Host large election events in places other than the Nest.

**Isabelle:**

- Previously, we had information booths all throughout campus.
- Had some commuter events - ex. Coffee for Commuters

### **Formation of the Grad Class Council**

- Discuss Process of Formation
- Review Sample Qualtrics Form

**Agam:** SLC is also expected to help administer the Graduation Class fund. I reached out to Cole and Sylvester to clarify the process.

- Formation of a council.
- Council asks for recommendations of graduation gifts.
- The AMS President usually chairs and the VP Admin acts as the vice-chair. 5 other students representatives are chosen by these two executive members.
- Our Job: decide on some questions we could ask on the qualtrics application form.

**Agam to Cole:** What kind of questions do they usually have?

- Ex: What is your involvement at UBC like?
- Do you have any other relative experience?
- We want to get a good mix of people (different faculties and involvements).
- Name, faculty, when did you start at UBC, why do you think you would be a good fit, why do you want to be on the committee?

**Agam:** When would be a good time to send this form out?

- Recommends we send this as soon as possible.
  - The committee members agree.

### **Anything to add?**



### **Next Meeting**

The next scheduled meeting will be on Wednesday, February 24th from 4:00PM-5:00PM (PST).

### **Adjournment**

Moved: Cole                      Seconded: Annika

There being no further business, the meeting was adjourned at 4:46PM (PST).